



Tennessee Regulatory Authority

For Release: June 28, 2000

Enforcement of the “Do Not Call” Program begins August 1st

The date a consumer’s name is placed on the list will determine when telephone solicitors are required to stop contacting consumers who wish not to be solicited.

NASHVILLE – August 1st, 2000 is the date that enforcement of Tennessee’s “Do Not Call” program will begin.

As the date approaches, the Tennessee Regulatory Authority (TRA) wants to issue a guide to advise consumers of the date they can expect their registered telephone numbers to become effective on the Do Not Call register.

“Because of the large number of consumers who have registered their telephone numbers on the list, we want to make sure that people are clear on what to expect from telephone solicitors on August 1st, says the TRA’s Ed Mimms, Do Not Call program manger.

State law provides telephone solicitors up to 60 days to update their telemarketing databases with the telephone numbers of consumers who wish not to be contacted. As a result of this provision, telephone numbers placed on the Do Not Call list will officially become effective at the beginning of the month, 60 days after first being registered.

For example:

- Telephone numbers registered between January 1st and May 31st will be off limits to solicitors as of August 1st (the program’s official start date).
- Telephone numbers registered during the month of June will be off limits to solicitors as of September 1st, 2000.
- Telephone numbers registered during the month of July will be off limits to solicitors as of October 1st, 2000.
- Telephone numbers registered during the month of August will be off limits to solicitors as of November 1st, 2000.

“We want to make sure that consumers understand that, in fairness to the telephone solicitors, the law gives them 60 days to update their lists. Telephone numbers registered on the list are not to be called after the 60 day window has passed, says Mimms.

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The original Do Not Call bill, as passed by the 1999 Tennessee General Assembly, authorized the program to begin on July 1, 2000, with a 60 day “update” period. Due to the popularity of the program, that date was amended during this year’s General Assembly for an earlier start date, but still allowed 60 days for compliance by telephone solicitors.

To date, over 355,000 residential telephone numbers are registered on the list, and over 150 telephone solicitation companies have signed up to receive copies of the list.

To register for the program, consumers may call toll-free at 1-877-872-7030, or by accessing the TRA’s web site at *www.state.tn.us/tra*.

To obtain more information about Tennessee’s “Do Not Call” program, visit the TRA’s web site at *www.state.tn.us/tra*.

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